

MARKETING

High School to College and Career Pathways

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Marketing Education is designed to prepare students for employment and/or continuing education opportunities in marketing through classroom instruction, experiential education, student internships, and through leadership and personal development by participating in student leadership organizations. Students will learn skills in developing, promoting, and distributing products in order to satisfy customer needs and wants.

SALES AND SERVICE MARKETING:

Workforce Trends

Employment opportunities for those pursuing a career in sales and service marketing will be best for those with a college degree. Appropriate knowledge or technical expertise, along with strong social skills, will be necessary for successful selling.

Get the Facts

According to the U.S. Department of Labor, more than 23 million Americans are employed in the retailing industry in more than 2 million retail establishments.

Beyond High School

There are a number of options for education and training beyond high school, depending on your career goals.

Sample Occupations

- > Merchandise Displayer
- > Purchasing Agent
- > Purchasing Manager
- > Retail Sales Manager
- > Sales Development Coordinator
- > Wholesale/Retail Broker
- > Wholesale/Retail Buyer

For more information on salary projections, labor market demand, and training options, visit www.careers.utah.gov.



Utah State Office of Education
250 East 500 South/P.O. Box 144200
Salt Lake City, UT 84114-4200

utahcte.org

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Post-Secondary Connection

Talk to your teacher and/or school counselor for the classes in this pathway that connect to college. Many Utah colleges/universities accept high school courses toward a two- or four- year degree through concurrent enrollment – saving you time and money.

NOTES: _____



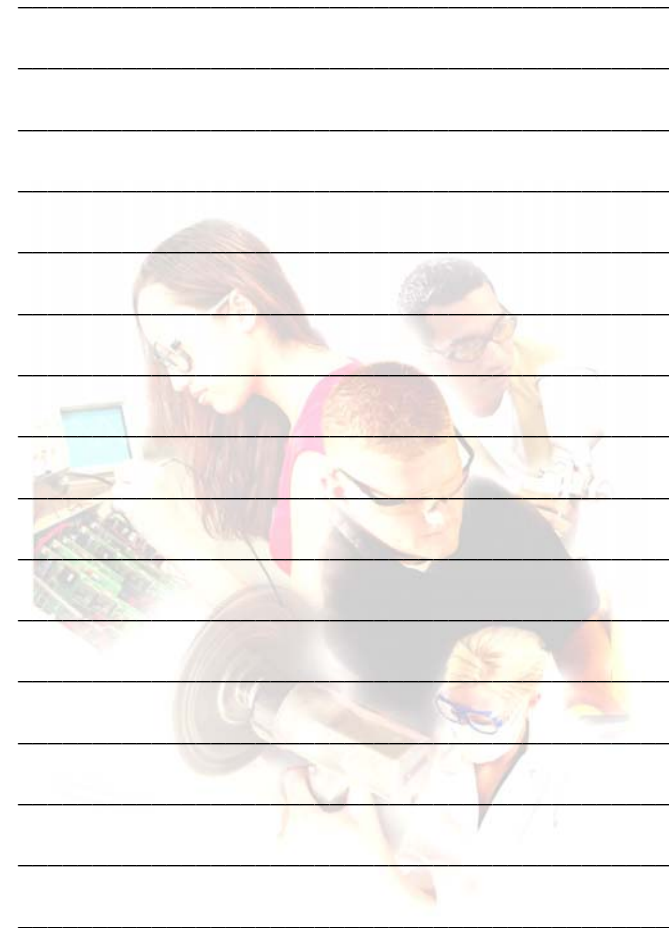
Career and Technical Education
Giving Students the Edge

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